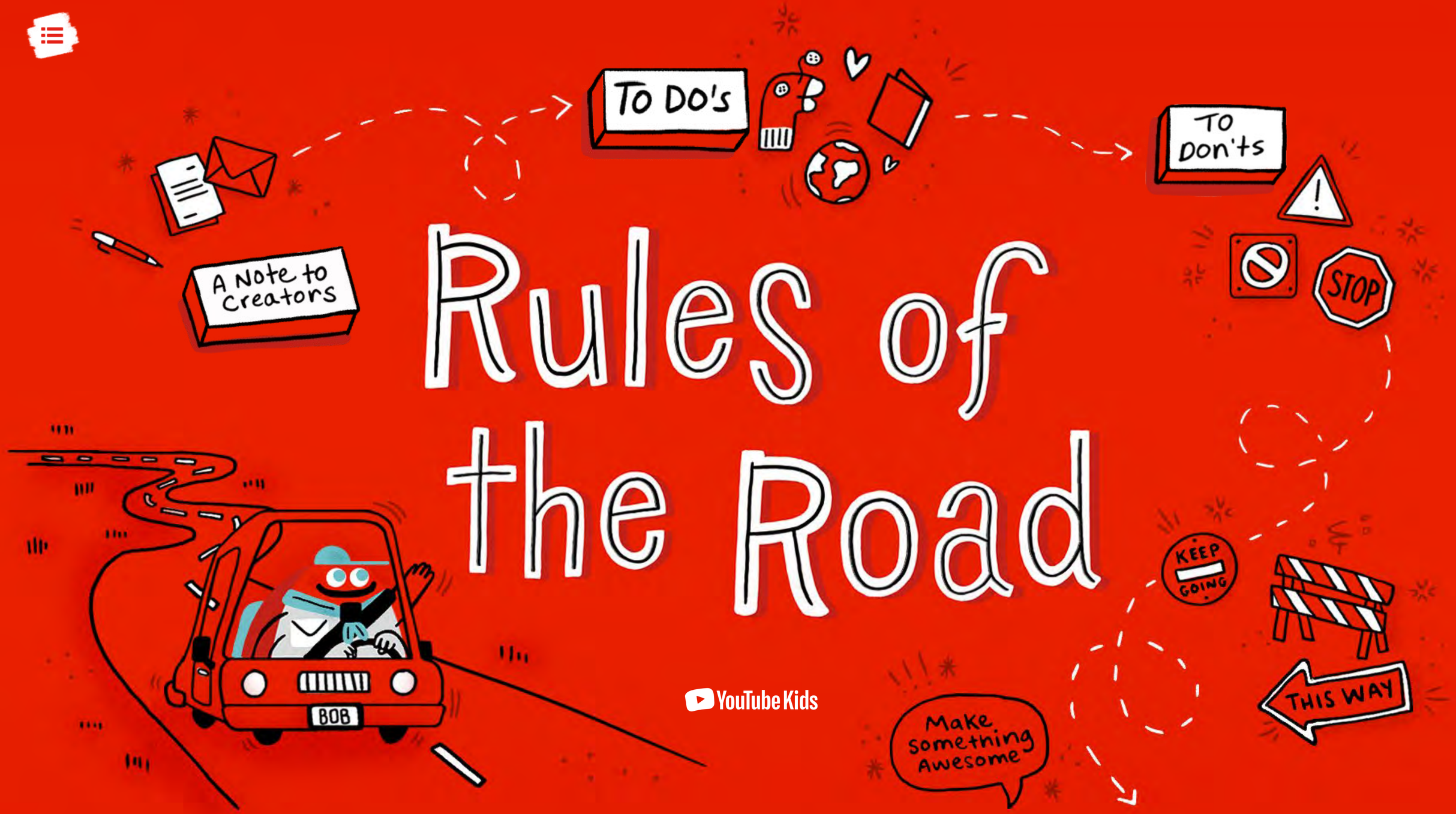
Rules of the Road



YouTube Kids

A Note to Creators

Welcome, YouTube creators!
Congratulations on using your powers of production to create enriching, engaging and inspiring content for one of the most exciting—and challenging—audiences out there: families. We have created a world-class platform ideal for you to show off your content: YouTube Kids. We want to make sure you know how you can best contribute to this platform designed especially for families and kids of all ages.

So where to begin?
Well, it starts with the youngest member of the family. As YouTube Kids is used by more families all over the world, now is the time to make content that is appropriate for the whole family, including the youngest members of the team, to help ensure it is eligible for YouTube Kids. But don't stop there. Think about how you can make the very best content for children. Can you connect with parents? Appeal to older siblings? Give the whole family something to talk about at the dinner table *together*?

No small task
That's why we* are sharing this handy Field Guide to help you on your journey. It will cover key Do's and Don'ts and loads of tips to create content that is eligible for YouTube Kids and to Understand, Engage, Enrich and Impress your viewers. There are also more than 80 great videos. And links. And extraneous doodles.

Creators, don't go out into the woods alone. Take this Field Guide. Read it, watch it, play it, live it. Make something awesome for YouTube Kids.

Obligatory Legal Stuff

The tips in this field guide are designed to help you create programming that will be eligible for inclusion in YouTube Kids and resonates with family and kid audiences, but they will in no way guarantee that your content will appear in YouTube Kids.

* We = Leading experts in the fields of Family Media, Education and YouTube Kids stuff…and a stinkbug named Bob. See Contributors for more details.

To Do's

As you embark on your journey, be sure you understand the rules of the road. There are many paths to creating content that is right for kids and families. Here are a few to consider:

Tip
Check out the YouTube Kids Parental Guide for more *to do's*, including policies around advertising and product placement.

*See Worksheet A

To Don’ts

There are some paths that you, as a smart, caring grown-up person, should AVOID. No matter what your show is about: **Parents should feel SAFE and EMPOWERED allowing their children to watch your content.**

Tip

Check out the common-sense rules in YouTube’s Community Guidelines that’ll help you steer clear of trouble. Please take these rules seriously and take them to heart. Don’t try to look for loopholes or try to lawyer your way around the guidelines—just understand them and try to respect the spirit in which they were created.

AVOID THESE EVEN BIGGER PITFALLS

IS YOUR SHOW:		YES	NO
INVASIVE	Do you invade privacy? Do you ask kids to do anything that’s not OK with their families?		✓
VIOLENT	Is there gratuitous violence? Or unresolved conflicts? Are you modeling behavior you don’t want kids to imitate?		✓
USING INAPPROPRIATE LANGUAGE	Do you use language that would NOT be welcome in a child’s home or school?		✓

To Don’ts

Here’s another handy checklist to help you stay on course.

*See Worksheet B

KEEP YOUR SHOW ON COURSE

Bob :)

All "NO's" please!

IS YOUR SHOW:		YES	NO
LEWD	Could you show it to your mother? Your grandmother?		✓
INAPPROPRIATE ATTIRE	Are there elements in your scenes that could make your participants or some viewers uncomfortable (e.g. overly revealing attire showing bare skin or situations that could be misinterpreted)?		✓
SCARY	Will it cause nightmares?		✓
MEAN-SPIRITED	Would your characters be kind to a shy 3-year-old?		✓
CONDESCENDING	Will kids feel belittled & less-than-smart watching it?		✓
IRRITATING	Will families just want to turn it off?		✓
MIND-NUMBING	Will it cause zombie eyes and a marked drop in IQ?		✓
OFFENSIVE	Does it include rude or inappropriate content about different types of people?		✓
CONFUSING	Will kids struggle to follow along?	✗	✓
DANGEROUS	Could kids get hurt by following your example? Do you remind kids what’s *not* OK to try at home?		✓
BORING	Will kids prefer cleaning their rooms to watching it?		✓
JUNKY	Is the quality so poor it’s hard to see and hear?		✓
OVER-STIMULATING	Will it give kids and families a headache?		✓
BIASED	Do you avoid gender stereotypes? Do you have diverse characters your viewers can relate to?		✓